1   1.   (Currently Amended) A method of determining product demand using a data

2   processing system and collected network session data from at least one product selection

3   network site, the method comprising:

4   performing using a processor of the data processing system:~~, wherein the data processing~~

5   ~~system includes a computer system:~~

6   developing a set of master session profiles from a first set of users to determine

7   product demand by a second set of users, wherein the master session

8   profiles include product demand indicators;

9   processing at least a subset of user session data from the second set of users to

10   evaluate the user session data using the master session profiles; and

11   determining product demand from the evaluations of at least the subset of the user

12   session data from the second set of users.

1   2.   (Original)   The method of claim 1 wherein the product demand includes

2   information regarding the demand of one or more features of a product.

1   3.   (Original)   The method of claim 1 wherein the product demand indicators

2   include values of data types.

1   4.   (Original)   The method of claim 1 wherein developing a set of master session

2   profiles comprises:

3   developing a set of master session profiles from recorded data associated with users who

4   either submitted a product lead or purchased a product.

1   5.   (Original)   The method of claim 1 wherein developing a set of master session

2   profiles comprises:

3   collecting network session data from a plurality of user sessions conducted with the

4   network site(s);

5   matching at least a subset of each set of collected user network session data with one or

6   more factors indicating a product demand authenticity; and

7   assigning an indicator reflecting the product demand authenticity of each user session of

8   the master session profiles.

1   6.   (Original)   The method of claim 5 wherein at least one of the factors

2 indicating product demand authenticity is a propensity of the user to actually purchase a product

3 offered by the network site accessed by the user.

1   7.   (Original)   The method of claim 5 wherein the indicator is a relative scoring

2 reflecting that relates product demand authenticity between user sessions.

1   8.   (Original)   The method of claim 5 wherein evaluating user session data using

2 the master session profiles comprises:

3   matching at least a subset of the product demand indicators present in a user session with

4   product demand indicators in the master session profiles.

1   9.   (Original)   The method of claim 8 further comprising:

2   assigning an indicator reflecting the product demand authenticity of each user session that

3   is matched with the master session profiles.

1   10.   (Original)   The method of claim 1 wherein determining product demand from

2 the evaluations comprises:

3   associating product demand evaluations with specific products;

4   weighting evaluations in accordance with a product demand authenticity indicator; and

5   comparing the weighted evaluations of users sessions selecting a particular product

6   against a total set of weighted evaluations of user sessions.

1   11.   (Original)   The method of claim 1 wherein the user session data includes data

2 types associated with each users navigation of the network site during configuration of a product.

1 12. (Original) The method of claim 1 wherein evaluating user session data using
2 the master session profiles comprises:
3 processing the user session data in accordance with a decision tree using data from the
4 master session profiles as decision criteria.

1 13. (Original) The method of claim 1 wherein determining product demand from
2 the evaluations comprises determining product demand in accordance with:

$$PD_j = \frac{\sum_{i=0}^{n} k_{ji}}{\sum_{i=0}^{m} k_i} \times 100\% \qquad j \in N$$

4 where:
5 j represents a specific product,
6 PD_j represents the product demand information for product j,
7 n = total number of user sessions selecting product j,
8 k = user session scores,
9 k_j = user session scores for product j; and
10 m = total number of user sessions for all products.
11 N = total number of products.

1 14. (Currently Amended) A method of determining product demand using a data
2 processing system and collected network session data from at least one product selection
3 network site, the method comprising:
4 performing using a processor of the data processing system:, wherein the data processing
5 system includes a computer system:
6 processing at least a subset of collected user session data to evaluate
7 characteristics of the user session data against product demand
8 characteristics derived from a set of master session profiles, wherein the
9 master session profiles include product demand indicators and the master

10	session profiles are developed from a first set of users and the collected
11	user session data is from a second set of users; and
12	determining product demand from the evaluations <u>of at least the subset of the user</u>
13	<u>session data from the second set of users.</u>

| 1 | 15. | (Original) | The method of claim 14 wherein the product demand includes |
| 2 | information regarding the demand of one or more features of a product. |

| 1 | 16. | (Original) | The method of claim 14 wherein the product demand indicators |
| 2 | include values of data types. |

1	17.	(Original)	The method of claim 14 wherein developing a set of master session
2	profiles comprises:
3	developing a set of master session profiles from recorded data associated with users who
4	either submitted a product lead or purchased a product.

1	18.	(Original)	The method of claim 14 further comprising: wherein developing a
2	set of master session profiles comprises:
3	developing the set of master session profiles, wherein developing a set of master session
4	profiles comprises:
5	collecting network session data from a plurality of user sessions conducted with
6	the network site(s);
7	matching at least a subset of each set of collected user network session data with
8	one or more factors indicating a product demand authenticity; and
9	assigning an indicator reflecting the product demand authenticity of each user
10	session of the master session profiles.

1	19.	(Original)	The method of claim 18 wherein at least one of the factors
2	indicating product demand authenticity is a propensity of the user to actually purchase a product
3	offered by the network site accessed by the user.

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1   20.   (Original)   The method of claim 18 wherein the indicator is a relative scoring
2   reflecting that relates product demand authenticity between user sessions.

1   21.   (Original)   The method of claim 18 wherein evaluating user session data using
2   the master session profiles comprises:
3   matching at least a subset of the product demand indicators present in a user session with
4   product demand indicators in the master session profiles.

1   22.   (Original)   The method of claim 21 further comprising:
2   assigning an indicator reflecting the product demand authenticity of each user session that
3   is matched with the master session profiles.

1   23.   (Original)   The method of claim 14 wherein determining product demand
2   from the evaluations comprises:
3   associating product demand evaluations with specific products;
4   weighting evaluations in accordance with a product demand authenticity indicator; and
5   comparing the weighted evaluations of users sessions selecting a particular product
6   against a total set of weighted evaluations of user sessions.

1   24.   (Original)   The method of claim 14 wherein the user session data includes
2   data types associated with each users navigation of the network site during configuration of a
3   product.

1   25.   (Original)   The method of claim 14 wherein evaluating user session data using
2   the master session profiles comprises:
3   processing the user session data in accordance with a decision tree using data from the
4   master session profiles as decision criteria.

1   26.   (Currently Amended) A method of determining product demand using an

2 electronic data processing system, the method comprising:

3   performing using a processor of the data processing system~~;, wherein the data processing~~

4   ~~system includes a computer system:~~

5   collecting data from multiple user sessions from a first set of users with a world

6   wide web ("Web") site, wherein the user sessions involve selecting a

7   product marketed by the Web site and the collected data includes user

8   navigation data related to selection of a product and Web page data as

9   provided to each of the users in the first set of users;

10   developing a product demand master profile set from the collected data;

11   collecting a second set of user session data from a second set of users; and

12   matching the second set of user session data with the master profile set to

13   determine product demand.

1   27.   (Original)   The method of claim 26 wherein matching the second set of user

2 sessions with the master profile set comprises matching values of data types collected from each

3 of the second set of user sessions with a master profile from the master profile set using a

4 decision tree.

1   28.   (Original)   The method of claim 26 wherein the product demand includes

2 information regarding the demand of one or more features of a product.

1   29.   (Previously Presented)   A system for determining product demand using a

2 data processing system and collected network session data from at least one product selection

3 network site, the system comprising:

4   master session profile generation system to develop a set of master session profiles from

5   a first set of users to determine product demand by a second set of users, wherein

6   the master session profiles include product demand indicators; and

7   a processing engine to process at least a subset of user session data from the second set of

8   users to evaluate the user session data using the master session profiles and

9   determine product demand from the evaluations.

1   30.   (Original)   The system of claim 29 further comprising:

2   a session recording system to collect network session data from at least one product

3   selection network site.

1   31.   (Original)   The system of claim 29 wherein the processing engine determines

2   product demand in accordance with:

$$PD_j = \frac{\sum_{i=0}^{n} k_{ji}}{\sum_{i=0}^{m} k_i} \times 100\% \qquad j \in N$$

4   where:

5   j represents a specific product,

6   PD_j represents the product demand information for product j,

7   n = total number of user sessions selecting product j,

8   k = user session scores,

9   k_j = user session scores for product j; and

10   m = total number of user sessions for all products.

11   N = total number of products.

1   32.   (Original)   The system of claim 29 wherein the product demand includes

2   information regarding the demand of one or more features of a product.

1   33.   (Original)   The system of claim 29 wherein the product demand indicators

2   include values of data types.

1   34.   (Original)   The system of claim 29 wherein the master session profiles are
2   developed from a set of master session profiles from recorded data associated with users who
3   either submitted a product lead or purchased a product.

1   35.   (Original)   The system of claim 29 wherein the network session data includes
2   data from a plurality of user sessions conducted with the network site(s) and to determine
3   product demand from the evaluations the processing engine matches at least a subset of each set
4   of collected user network session data with one or more factors indicating a product demand
5   authenticity and assigns an indicator reflecting the product demand authenticity of each user
6   session of the master session profiles.

1   36.   (Original)   The system of claim 35 wherein at least one of the factors
2   indicating product demand authenticity is a propensity of the user to actually purchase a product
3   offered by the network site accessed by the user.

1   37.   (Original)   The system of claim 35 wherein the indicator is a relative scoring
2   reflecting that relates product demand authenticity between user sessions.

1   38.   (Original)   The system of claim 35 wherein to determine product demand
2   from the evaluations the processing engine further matches at least a subset of the product
3   demand indicators present in a user session with product demand indicators in the master session
4   profiles.

1   39.   (Original)   The system of claim 38 wherein the processing engine assigns an
2   indicator reflecting the product demand authenticity of each user session that is matched with the
3   master session profiles.

1   40.   (Original)   The system of claim 29 to determine product demand from the
2   evaluations the processing engine associates product demand evaluations with specific products,
3   weights evaluations in accordance with a product demand authenticity indicator, and compares
4   the weighted evaluations of users sessions selecting a particular product against a total set of
5   weighted evaluations of user sessions.

1   41.   (Original)   The system of claim 29 wherein the user session data includes data
2   types associated with each users navigation of the network site during configuration of a product.

1   42.   (Original)   The system of claim 29 to evaluate user session data using the
2   master session profiles, the processing engine processes the user session data in accordance with
3   a decision tree using data from the master session profiles as decision criteria.

1   43.   (Previously Presented)   A computer program product comprising
2   instructions encoded thereon to determine product demand using a data processing system and
3   collected network session data from at least one product selection network site, the instructions
4   are executable by a processor to:
5   develop a set of master session profiles from a first set of users to determine product
6   demand by a second set of users, wherein the master session profiles include
7   product demand indicators;
8   process at least a subset of user session data from the second set of users to evaluate the
9   user session data using the master session profiles; and
10   determine product demand from the evaluations.

1   44.   (Currently Amended) A system to determine product demand using a data
2   processing system and collected network session data from at least one product selection
3   network site, the system comprising:
4   means for developing a set of master session profiles from a first set of users to determine
5   product demand by a second set of users, wherein the master session profiles
6   include product demand indicators;

7	means for processing at least a subset of user session data from the second set of users to
8	evaluate the user session data using the master session profiles; and
9	means for determining product demand from the evaluations <u>of at least the subset of the</u>
10	<u>user session data from the second set of users</u>.